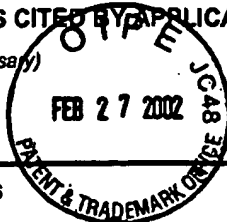


LIST OF REFERENCES CITED BY APPLICANT

(Use several sheets if necessary)



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McEwan, et al.

FILING DATE

December 13, 2001

GROUP

Not Yet Assigned

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
DL	AA	5,778,367	07/07/98	Automated On-Line Information Service and Directory, Particularly for the World Wide Web	707	10	12/14/95
	BB	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
	CC	5,913,040	06/15/99	Method and Apparatus for Transmitting and Displaying Information Between a Remote Network and a Local Computer	395	200.62	08/22/95
	DD	5,918,014	06/29/99	Automated Collaborative Filtering in World Wide Web Advertising	395	200.49	12/26/96
	EE	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
	EE	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
	FF	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/11/97
	GG	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	GG							

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

RECEIVED

MAR 08 2002

Technology Center 2100

DL	HH	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000, pages 14-16.
DL	II	PR Newswire Association Inc., "Doubledick Debuts New Tool for Testing Creative on the Web", dated May 1999.
	JJ	

EXAMINER

DATE CONSIDERED

9/25/06

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.